

Ford Times

57th Year

October 1964



**Presenting: The 1965 Fords
Nevada—Land of Outdoor Fun**



photograph by Josef Muench

THIS YEAR, Nevada celebrates its hundredth year of statehood with festivities that reach their climax in Carson City on Admission Day, October 31. To many a traveler, a Nevada vacation means gambling casinos, plush resort hotels and lavish nightclub entertainment. While family vacationers and outdoorsmen need not ignore the fascinations of Reno and Las Vegas, for them the state offers much more. The big man-made lakes in the southeast, Mead and Mohave, and Tahoe, Walker and Pyramid in the Reno area are unexcelled for water sports, fishing, and a host of camping sites. The high mountains with their clear streams of melted snow and the huge wilderness tracts filled with game beckon the sportsman. And there's the lore of the Old West. Famous among Nevada's ghost towns is Virginia City, its buildings shown clustered in the desert panorama above. See page 7 for John Gartner's story on "Nevada's Secret Outdoors." ■

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*Front cover—Ford Galaxie 500 XL Convertible for 1965,
photographed in Beverly Hills, California, by Ralph Poole*

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Mooreville • Huntsville

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Oasis in a Space-Age Valley

While its neighbors are busily reaching for the moon,
little Mooreville, Alabama,
still prefers to enjoy the leisurely life

by Warren T. Musgrove . . . paintings by Richard Brough

WHEN YOU BACK off and look at Mooreville (population about 120) in the center of Alabama's busy Tennessee Valley, she looks like a very relaxed adult in a yard full of large noisy children.

There's Huntsville just across the woods to the left making ready to go to the moon, while over the river to the right, Decatur is jumping up and down with her lap full of so many new industries she doesn't even know all their names.

A newcomer to Alabama's space-age Tennessee Valley occasionally gets that wonderful suspended feeling of no present at all. While his feet tread lightly in southern yesterdays, his mind is drawn out yonder toward places of tomorrow.

"It's so very difficult to take time out for the dentist and the grocery when you can visit an antebellum home or listen to a lecture on Mars down around the corner," says a woman from the Midwest.

The space-age revolution has swept the entire width of the state along the Tennessee River from Scottsboro on the east to Florence on the west—with the greatest activity centered in the Huntsville-Decatur area. Right sock in between these former drowsy villages sits the solitude of Mooreville, one clean quiet statement against a valley busily grabbing for the stars. It's the kind of town that sits and pokes at the fire, clears her throat and allows that "what was good

*Above right: Parkway in neighboring Huntsville typifies the busy Rocket City
Below right: Post office was built in Mooreville in 1882 and is still in use*



Another Mooresville neighbor is the booming industrial center of Decatur

enough for great-grandpa is good enough for me."

A block behind the traffic at the post office you'll find the central heat is a wide old fireplace full of burning logs. Here amidst the aroma of hickory smoke you may sit and stare at the fire while gathering a dab of news from the natives—not timely and punctuated news of the daily papers but rounded and mellow news, seasoned with many tellings, edited to fit the audience of the moment.

Outside on Broad Street the quietness may be broken as a sleek airliner swoops low overhead loaded with international space scientists thinking sweetly of space rendezvous. But you can get away from the noise by stepping inside the thick brick walls of the Mooresville Church where General Garfield's Bible still lies open on the rostrum. (Garfield preached several times in the little church while stationed here with his Federal troops in 1863.)

The old ways are good, too

At the end of a side street on a sunny day you may encounter an old woman quietly hand-stitching a dress from a softly bleached fertilizer sack, while just six miles away at Decatur a modern industry is mixing Alabama air, Tennessee water and certain other ingredients to manufacture a silky, synthetic dress material.

The people of Mooresville aren't against change as long as it involves the rest of the world. They just don't want anyone meddling with the Mooresville way. The residents stood up like an enraged infantry company when threatened with a railroad early in the last century. The railroad was built a mile away. Back in the seventies when the town council set out to straighten Broad Street, ninety percent of the town voted against the change.

While others plow under the cotton patches and plant their long rows of split-levels, the people of Mooresville live in the houses that were good enough for their grandfathers. A young architect lives in the only house sold in Mooresville during the last hundred years. He enjoys the mellow old buildings around him and gets a kick out of living in the center of a spot so redolent of history. "Andrew Johnson walked down from Tennessee and lived in that house across the street while he was learning to be a tailor," he says.

The men of Mooresville may sit and sip their coffee and gaze out at their red, cotton land. Why should they get out and hop up and down about the space business? Why not just go down the street and read a spell in the mayor's private library, which contains 5,000 volumes on southern history? Why not play golf, have a party, go fishing, or take the children for a quiet drive

Aunt Mandy and Uncle Zeke lived for years in this quiet, shaded home



into the national forest? This space business is mostly for other folks.

Mooresville people are friendly enough, but you'll find they don't just overnight get as thick as buttermilk with anybody who happens to come walking down the road. People who moved to Mooresville just after the Civil War are still referred to as that "new family down the street." And as to a man who married into a Mooresville family twenty years ago: "Well, now, he may be all right. One should not pass hurried judgment."

If you should get so nosy as to look into Mooresville laws you might find the old statutes passed in 1817, and not necessarily useful today, still on the books:

"After February 1, 1817, no hogs except stock boars shall be allowed to run in the streets unless they have rings in their noses or rooters cut off. Any person whose hogs may be found on the streets in violation of the provisions of this act shall be fined one dollar and cost for each hog.

"Be it further enacted that every hog except suckling pigs found rooting on the sidewalks shall be taken up and the owner of said hog or hogs will be required to pay a fine of fifty cents for every hog.

"Be it further enacted that no cattle shall be allowed to remain on the streets at night except stock bulls and suckling calves.

"It is the duty of the marshall to go over the town every night two hours before sundown and collect all cows that may be on the streets

and put them in a pen that shall be provided for that purpose. It shall also be the duty of the marshall to turn said cows out of said pen every morning. The marshall is to receive two dollars per month for said services."

The people who made up Mooresville were gentle folk of Virginia who recognized the value of level rich cotton lands. They brought their fine Virginia furnishings and manners with them, and their descendants still live with the mel-low furnishings and hang on to the unhurried way of doing things.

Good times in Mooresville

Mooresville is still very social. The going and coming of any college student, a visit by Aunt Nancy's great nephew, or just the sudden coming of a summer shower is reason enough to pitch a party. But the days of the old plantation parties have faded away. Time was—you can hear them tell—when their grandmothers danced all night on a portable dance floor called "Hell on Wheels." The dance floor, hauled from plantation to plantation to accommodate all-night frolics, was so named by a fiery itinerant preacher who spiced his sermons with brimstone. But the people of Mooresville don't mourn the "good old days." As far as they're concerned the good life has always been with them.

Next time you're in Huntsville, go ask somebody, will you, if the space men will find anything better out yonder? ■



Coves and sandy beaches lure thousands to Nevada shore of Lake Tahoe

Nevada's Secret Outdoors

Step outside the plush casinos and hotels
and you'll find a sportsman's paradise
of mountains, lakes and sparkling streams

by John Gartner

MOTORISTS HURRYING ACROSS Nevada usually are aware only of limitless vistas of sand, rocks, sparse vegetation, and an occasional hazy outline of distant mountains. Once in a while the blacktop lifts over a 6,000-foot pass and the traveler gets a glimpse of

scattered juniper and piñon pine.

However, the mountain climber atop Wheeler Peak near the eastern border or Boundary Peak on the western side—the state's two highest mountains, both towering over the 13,000-foot mark—sees an entirely different picture. The cool, blue

crowns of scores of adjoining peaks hide most of the desert valleys. In these mountains are meadows, forests, lakes and sparkling streams.

This is the Nevada that is little known by the casual traveler who goes straight to Las Vegas or Reno, with their gambling casinos, plush hotels, spectacular entertainment and swimming pools, and assumes this is all the Silver State has to offer. Actually, Nevada's slogan, "Recreation Unlimited," applies not to its wide-open gambling but to its excellent fishing, both for trout and bass; its dozens of uncrowded campgrounds; its ample quantities of record-class mule deer; the turquoise, fire opals, agate, jasper, beryl, geodes and other gems, minerals and artifacts that make a rock-hounder think he is in paradise; and scenery to thrill any color photographer. And permeating all this outdoor potential is the legend and adventure of the early West.

Virginia City's billions

There's Virginia City — recently "discovered" by the millions who watch TV's "Bonanza" — and the Comstock Lode. The almost \$4 billion dollars in gold and silver that came from this fabulous strike helped to build the original city of San Francisco, contributed materially to winning the Civil War, elevated Nevada to statehood, and enriched noble families still flourishing in London and Rome. During

this period Virginia City was the cosmopolis of the American West, and its newspaper, *The Territorial Enterprise*, a household word throughout the nation. It was in this paper that staff member Samuel L. Clemens first signed a story with the immortal byline of "Mark Twain."

This mineral-rich state had its first mining boom from 1863 to 1879, due principally to the Comstock operation. Discovery of gold at Tonopah and Goldfield in 1900 created another upturn that lasted until 1930. While new mineral discoveries and mining techniques have kept the activity at a relatively high level, scores of colorfully named ghost towns dot the state.

A number of today's highways follow the trails of the early explorers, the emigrants to California, and the Pony Express. A portion of the route that became U.S. 40 was used by trappers in 1829, by Bidwell in 1841, by Fremont and Talbot in 1845, and by the ill-fated Donner Party in 1846.

There are four general outdoor recreation areas in Nevada. Two of them are conveniently close to Las Vegas and Reno while the others encompass the state's two national forests, Humboldt and Toiyabe.

Within a short drive of Las Vegas you can enjoy fishing, camping, rockhounding, hunting, boating, water skiing — even snow sports. Lake Mead and Lake Mojave, two tremendous impoundments on the

Las Vegas (above right) is convenient headquarters for those who wish to sample blue waters of Lake Mead behind Hoover Dam (lower right)



PHOTO BY DAVID MUENCH

PHOTO BY JOSEF MUENCH



Colorado River, offer some of the best largemouthed bass fishing in the entire West, while the trout fishing is amazing in the waters below Hoover Dam and Davis Dam, and in Lake Mojave itself. Rainbows up to 17 pounds have been taken here. Lake Mead National Recreational Area has seven improved campgrounds, with innumerable beaches and coves around the lake shore available for primitive camps.

Record cutthroat trout

The Reno area is even more varied, with trout and bass fishing, upland game and waterfowl shooting, camping, boating, water and snow skiing, and rockhounding. Walker and Pyramid lakes, both remnants of prehistoric Lake Lahontan, are open for fishing all year and have yielded excellent catches of big rainbow and cutthroat trout. The largest cutthroat ever recorded, a 41-pound lunker caught in 1925 by Johnny Skimmerhorn, a Paiute Indian, came from Pyramid. This lake also contains Cui-ui, a strange fish found nowhere else in the world. The principal camping spots, usually crowded, are in the Tahoe area, but camping room along with excellent boating and water skiing is available on Walker and Pyramid lakes. Some of the finest snow slopes in the West are near Reno.

The third area, Humboldt National Forest, totals over 2,500,000 acres but is divided into nine separate segments. Headquarters town for the three northern

portions is Elko, while Ely serves the six eastern portions.

Average annual precipitation for Nevada is about seven inches but the widely scattered mountains are humid islands with 20 to 25 inches of precipitation a year. This precious water—about 70 percent of it comes from snow—slowly percolates into the earth and emerges into the valleys as clear streams.

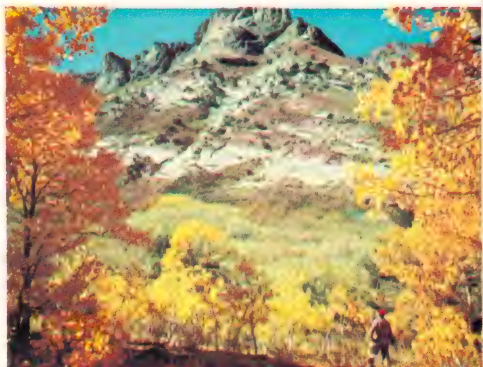
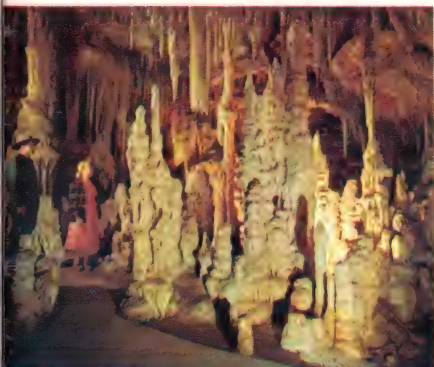
Attractions in the Ely district include the Wheeler Scenic Area with Wheeler Peak and its permanent ice field, Lehman Caves National Monument, the Ruth copper pit (one of the largest in the world), the Ward Charcoal Ovens State Monument, a newly developed winter sports area, ancient stands of bristlecone pine, and Garnet Hill with its dark red garnets. Most of the 23 campgrounds are in the eastern segments.

The fourth general area, which includes part of the Toiyabe National Forest in the center of the state, is similar to Humboldt in its excellent hunting, fishing and camping potential. Of particular interest here, though, is the Ichthyosaur Paleontologic State Monument containing remains of mammoth sea reptiles of prehistoric times.

This year, as the Silver State celebrates the centennial of its admission to the Union, newcomers should seek out the "hidden Nevada." Its relaxed atmosphere, its high deserts and mountains, its lack of population centers, its overall feeling of freedom make it a unique and different land. ■



Lakes, caves and beautiful vistas are typical of Nevada scenery. Above, Pyramid Lake, edged with spectacular rock formations, is one of the West's most beautiful lakes. Below, at left, is the Gothic Palace in the Lehman Caves; at right, autumn comes to the Ruby Mountains



PHOTOS BY JOSEPH MUENCH

In Search of Wooden Birds

Decoys created by the old master whittlers
have become collectors' items,
awaiting discovery in traditional hunting regions

story and paintings by Milton Weiler

ALL THEM TOLLERS, stool, or just plain duck decoys, my search for collectors' items in this whittler's art has led me on a grand tour of the vast duck shooting region extending along the eastern seaboard. Being an avid gunner, an artist, and something of a whittler and carver myself, I take delight in finding and owning the best creations of the old decoy makers.

Carved with feeling and ingenuity, a good decoy is an expression of true artistic creativity. At least, this is what I tell my wife whenever I take off on a trip to buy, trade, or photograph some wooden bird or decoy collection.

Whether a toller is made of cedar, pine, poplar or cork, or is hollow or solid, the hatchet and jackknife of the old-time maker, guided by a keen eye and a deep feeling for the migrant waterfowl of his shores, gave his work a simple, graceful quality.

Seldom did these talented craftsmen put a signature on their creations. Yet the work of each individual maker bears some telltale mark, identifying the carver and the region of his work. Head and body shape, materials and method of construction, details around bill and tail, and the plumage pattern—all these help to trace a decoy's origin.

The collector's perfect tour for tollers would begin ideally up around Monhegan Island, Maine, and work slowly down the coast clear to Currituck in the Carolinas.

In Maine, I'd look for one of Captain Ben Davis's heavy-bodied old sea ducks—an eider or coot, perhaps. There would be black duck decoys, loons and geese.

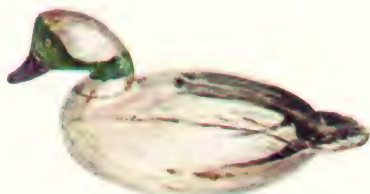
In Massachusetts, I'd stop off at East Harwich where Elmer



Hunter near the eastern shore sets out his decoys



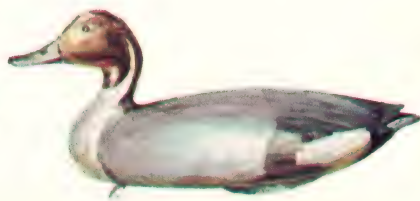
Whistler (1886)



Bufflehead (1900)



Hutchin's Goose



Pintail

Crowell fashioned his shooting decoys and exquisite shore birds. Nearby, in some old Hingham barn, I'm sure one of Lincoln's fine old hollow black ducks is just waiting to be discovered.

Connecticut's south shore was the workshop for some of our finest carvers. The towns of Essex, Branford and Stratford bring to mind Laing, Holmes and Lamphere, decoy-makers of earlier years who pioneered the high-breasted, hollow stool. And the Audubon Museum at Fairfield houses a permanent collection of "Shang" Wheeler's magnificent birds.

Long Island's Great South Bay, with its generations of gunners from market hunting days to the present, boasts justifiably of such local artisans as Lem and Emory Ackerly, Ben Hawkins, Henry Osborne and the Corwins (father and son) of Bellport.

Wheeling on down to New Jersey and Barnegat Bay, we are in the realm where Harry Shourdes of Tuckerton fashioned his delicately-shaped, hollow decoys with the stylized heads. Here, too, Harry Grant first created his classic goose decoys, and Mark English his birds with remarkable grace and refinement.

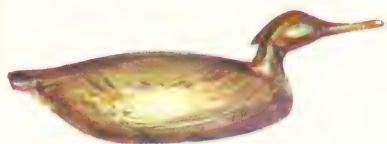
This tradition is evident today in the art of Lloyd Johnson, who still makes decoys at Bay Head, New Jersey. There is more treasure hereabout to add to the collector's shelf.

And so, likewise, to the southward in the Chesapeake Bay area from Havre de Grace down the river-laced eastern shore of Maryland. Look for samples by Ben Dye, Charles Wilson, Bob McGaw, and other masters.

There are many more revered names in this bay gunner's haven. Driving through the area, you find a surprising number of talented whittlers still actively making and selling decoys. On a recent trip, I spent a pleasant evening with Jim Currier of Havre de Grace, now nearing eighty. In the same town is Madison Mitchell, from whom I "achieved" a classic canvasback and a graceful, half-size swan.

Now south again to Charlie Joiner and Captain Jess Urie in Charlestown and Rock Hall. And the Elliott brothers, Chank and Bill, who can always be found at work in their shop at Easton except during gunning and fishing seasons.

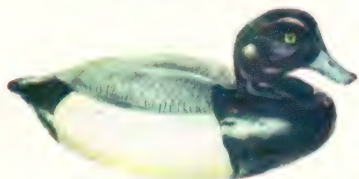
My last stop was far down the shore in Crisfield at the Ward brothers. Lem and Steve Ward are making few gunning stools these days, but their shop is a rallying point for everyone with an interest in decoys. Don't miss it before you turn back north on your collector's tour. And may your trunk be loaded with fine specimens of the decoy-maker's art! ■



Merganser (1890)



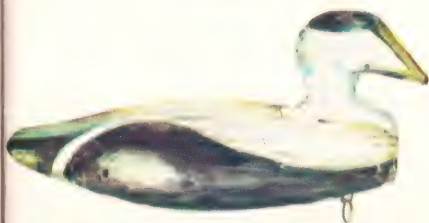
Merganser (1895)



Broadbill (1875)



Mallard (1920)



Eider (1900)



Canvasback (1890)



“Geograph” at Ford’s Wonder Rotunda

Electronic tabulator registers visitors from everywhere

A DISTINCTIVE buzzing has been heard in the vicinity of the Ford Wonder Rotunda ever since the New York World’s Fair opened in April. The buzzing, not unlike the sound of a beehive, comes from electronic tabulators of Ford Motor Company’s aptly named “Geograph.”

Unique in the history of international expositions, the Ford “Geograph” rings up attendance patterns like miles on a car’s odometer. On the very first day of the Fair, people watching the “Geograph” dials were amazed to see visitors register from every state in the union and nearly every part of the world.

By mid-summer, New York State led all others in Fair attendance. Pennsylvania soon passed nearby New Jersey, Connecticut and Massachusetts in the parade of states, with distant California quickly establishing itself in sixth place. Others in the top ten: Florida, Ohio, Georgia and Illinois.

Canada forged to the front in the international derby, while the West Indies spurred past Germany, with Mexico in fourth place among nations.

There was no mistaking as the Geograph buzzed on that the Ford Wonder Rotunda had become a crossroads for the world. ■

America's Newest Water Playground—

Lake Powell

Gigantic Glen Canyon Dam is creating a spectacular national recreation area in the arid reaches of Arizona and Utah

by Elizabeth Ward . . . paintings by Robert Atwood



OF THE MANY WAYS in which man, the engineer, succeeds in changing the face of the earth, none is more dramatic than the building of a dam. And when that dam is one like the 700-foot-high Glen Canyon Dam on the Colorado River near the northern edge of Arizona, the result is nothing short of spectacular.

Here, where once the savage, muddy river churned between towering red sandstone bluffs, there is now rising a deep, serene lake whose blue-green waters complement the glare of desert color. Fifteen miles of the canyon, below the dam, remain unchanged, but above the dam the river, stretching into southeastern Utah, has become Lake Powell—everybody's playground.

Once known only to a handful of intrepid rivermen and other adventurers, the Wahweap area is now

accessible by good roads, and its waters are open to anyone with a serviceable boat. In the 95 years since Major John Wesley Powell first discovered and named Glen Canyon, probably only a few thousand people have seen it; now the National Park Service expects that, even before the lake reaches its normal operating level, a million visitors a year will come to Lake Powell National Recreation Area, which surrounds it. Yet such is the vastness of this near-wilderness that it can absorb this multitude with little effect on its splendor.

To reach Lake Powell you drive south on U.S. 89 from Salt Lake City, Utah, or 135 miles north from Flagstaff, Arizona, along the edge of the far-flung Navajo Indian Reservation. The road parallels the picturesque Echo Cliffs to Bitter Springs, then ascends a sweeping



Lake Powell, formed by new Glen Canyon Dam, is serene and inviting

curve through a mighty engineering cleft in the magenta rock, to emerge on a high plateau. The view is one of incredible magnitude, almost physical in its impact—a panorama of fantastically eroded buttes and towers, sculptured cliffs and widespread escarpments, all splashed with brilliant desert colors.

Historic Lee's Ferry, where a new fishing resort has been developed, can be seen on the left where the Paria River slashes a tremendous canyon to join the Colorado. Far to the east rises Navajo Mountain, legendary home of the tribe's sacred gods; north is the Kaiparowits Plateau; to the west the pine-covered Kaibab Plateau extends to the lofty northern rim of the Grand Canyon, eighty miles away.

Back in 1869, the one-armed Major Powell lashed his captain's chair to the deck of a flatboat and rode it like a bronco down the dangerous rapids of the unexplored Colorado River. A geologist as well as an explorer, he may have hoped for the eventual harnessing of such mighty water power. But he could scarcely have foreseen the splendid dam—second highest in the United States—that now blocks the gorge he named Glen Canyon to bring hydroelectric power to a barren land, nor the highest single-arched steel bridge in the world that spans the river, nor the deepening lake that will store water for irrigation and provide a playground for millions.

Lake Powell (named, of course, for the Major) will eventually reach 186 miles northeastward, almost to the mouth of the Green River, with 1,800 miles of rugged shoreline. The lower portion will average a mile and a half in width, but arms of the lake will penetrate winding side canyons, some of them seldom before entered by white men.

Discover ancient artifacts

There is still an atmosphere of adventure in exploring the widely colorful, isolated areas. Prehistoric fossils, early Indian ruins, arrowheads and other artifacts have been discovered. Professor C. Gregory Crampton, University of Utah, who is director of historical research in the reservoir area, has located an old Indian trail many miles upstream, where ancient steps cut in sandstone marked a route of traffic across the river. Pottery dating back centuries has been collected, and scientists are interested in the petroglyphs they have found on the towering cliff walls.

The center of visitor activities at Lake Powell National Recreation Area is Wahweap Landing, near the bridge. Here the National Park Service has its area headquarters, and there are camping and picnicking facilities. Bait and fishing supplies are available, and boats can be rented, with or without experienced river guides. At present boaters must carry plenty of gas since it

Arrowheads and other relics can be found in many isolated areas



Boats and fishing supplies can be rented at Lake Powell (above), and excellent campgrounds (below) can be found in scenic areas



is available only at Wahweap and Hall's Crossing. The National Park Service is constructing a service area at the mouth of Bridge Creek to provide gasoline and supplies, and a foot trail to Rainbow Bridge. Other campsites will be built at Castle Butte and Bullfrog Basin, far up the lake, and at Hole-in-the-Rock, a narrow defile where, in 1879, Mormon settlers lowered twenty-six wagons over the edge of a bluff to cross the surging river.

Campers are welcome

There are no restrictions (other than to leave a clean camp) on boaters who wish to camp along the river, and ideal spots appear in glens and canyons where you can pull up your boat and "set awhile" or spread a bedroll under the enormous desert stars.

Wahweap is also the point of departure for Canyon Tours, Inc., operated by Art Greene, a veteran riverman who was shepherding adventure-seekers through the raging rapids long before the dam was begun. Most popular of the tours now is the one-day excursion to Rainbow Bridge National Monument. In this 160-acre preserve stands the famous sandstone arch forming the most spectacular natural bridge in the world, previously reached only by a 15-mile overland hike. Now it is accessible by boat, followed by a mile-and-a-half climb on foot, the difficulties of which are quickly forgotten in the expanse of sawcut canyons, sheer high cliffs, buttes and spires carved

from the colorful sandstone by centuries of erosion.

Other lake trips offered by Canyon Tours vary from three to seven days, costing about \$80 to \$175. Air tours by plane or helicopter are offered from Page Airport.

Park rangers are always on duty, and side roads beckon. Be sure to visit Lee's Ferry, where the fishing and camping are good, and the natural sandy beach is the only one in the area. An old rock fort dates back to the days of Lee, the early Mormon pioneer, and the ferry which was established to carry wagon trains of Mormon settlers across the river in their migrations south. Major Powell camped here in 1869. Zane Grey found the Paria Valley fascinating, and lived here while writing two of his books.

The town of Page, created to house the builders of the dam, is now headquarters for fishermen who angle for the millions of bass and trout in Lake Powell. There are modern restaurants, and probably no other motels anywhere provide a greater view. But who stays inside to look?

A sunset as brilliant as the aurora borealis will lure you out, or there may be a gorgeous double rainbow filled with indescribably beautiful radiance. At twilight the giant floodlights of the dam are turned on, creating an other-world magic of the precipitous canyon and the delicate tracery of the bridge.

Major Powell's spirit must surely hover nearby, enjoying his legacy immensely. ■



Spacious landscaped yard fronts Eastman's Georgian Colonial mansion

Little Journeys to Fine Art George Eastman House

In the inventor's spacious Rochester mansion is America's only museum devoted exclusively to the photographic arts

by Katharine Kuh

IF ANYONE DOUBTS photography is a fine art, an immediate visit to Rochester, New York, is urged. For, here, in the spacious house of the late George Eastman (founder of the Eastman Kodak Company), the only museum in America

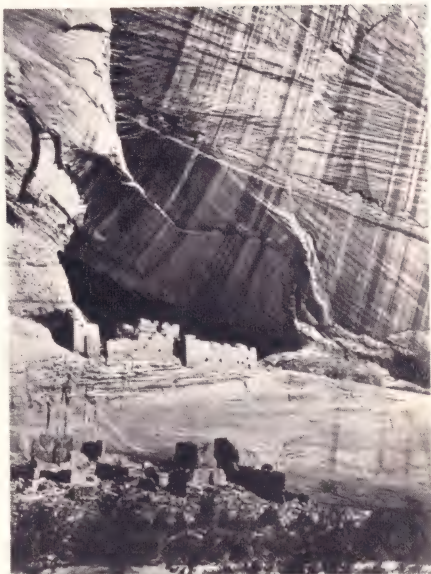
devoted exclusively to photography and motion pictures is open free to the public every day of the year. Though the original building has been expanded, the handsome Georgian Colonial mansion with its well-landscaped gardens retains

a sense of intimacy and well-being more often associated with private homes than official institutions.

Established as a museum fifteen years ago, George Eastman House features three important permanent installations, also frequent temporary exhibitions. Always on view is a historical collection, called "The Art of Photography"; so, too, a group of popular prints known as "Pictures for All"; and finally "The Science and Technology of Photography," a section emphasizing visitor-operated devices that explain basic principles and methods.

Outstanding is the concentration of 300 prints comprising "The Art of Photography," arranged to trace chronological and aesthetic developments from Daguerre to present times. The entire international history of photography unfolds before our eyes. We see top works (sometimes of the greatest rarity) by such early men as Fox Talbot, who invented the "calotype" in 1840, David Octavius Hill and Robert Adamson, both Scotchmen; we see examples by the early English photographer, Francis Frith, and by the French Brisson brothers who ambitiously recorded the Alpine trip of Napoleon III and the Empress Eugenie.

Nowhere else in the world can one find such a comprehensive kaleidoscope of creative early photography. Nowhere else is there a better visual history of the Civil War, eloquently spotlighted by the famous documents of Brady. Other mid-nineteenth-century photo-



Timothy H. O'Sullivan's view of Canyon de Chelly, Arizona, is considered a most remarkable 1873 photograph

graphs capture the romance of the American West even before the Hudson River painters discovered its infinite possibilities. Perhaps the most remarkable western photograph is an 1873 view of the Canyon de Chelly in Arizona, made by Timothy O'Sullivan, originally a Civil War photographer who later joined the United States Army expeditions exploring the West. His vast scene, distinguished by crisp contrasts of light and dark and by superb textural variations, can readily rival or, indeed, surpass the greatest works of today.

Portrait studies by the English



Julia Margaret Cameron's portrait of a scientist was photographed in 1867

woman, Julia Margaret Cameron, who did not take up photography until middle age, are as memorable as they are rare. Justifiably renowned is her probing likeness of Sir John F. W. Herschel, a scientist who coined the word "photography." No less implacably honest is an 1852 portrait of Daniel Webster by the two Boston daguerreotypists, Southworth and Hawes. From more modern times, Stieglitz, Steichen, Edward and Brett Weston, Cartier-Bresson and Ansel Adams, to mention but a few, are splendidly represented.

In addition to its permanent installations, George Eastman House has a collection of some 50,000 photographs chosen for artistic or scientific merit and available for study purposes. The museum, constantly adding to its

already impressive holdings, has rightfully been described as the world's largest and most important center for the art of photography.

In a theater seating over 500 people, free week-end motion pictures are featured during the winter months. For these sessions, the museum draws on its own stock of more than 3,000 films, a survey international in scope and inclusive historically. Kinetoscopes from 1897 to the most recent works add up to a film collection that makes quality its password. At Eastman House, the motion picture is evaluated not only as entertainment and art, but also as an important record of our recent past.

A permanent installation devoted to science and technology was opened at the museum in 1962. Intrinsicly a teaching exhibition, it clearly demonstrates the hows and whys of photography, allowing the visitor to participate actively. Twenty-eight different experiments, each explaining a basic photographic principle, are operated by pressing buttons and turning knobs, an educational experience that does more than merely state facts; it proves them. Elementary optics are examined; the observer sees light rays bent by glass; he sees light measured by a photoelectric cell; he sees the entire chronological evolution of the lens; he learns about different photographic processes — about the talbotype, daguerreotype, collodion, dry plate, film, and the diffusion process. These visual teaching techniques

are so adept that even an uninformed layman can understand their meaning. Though "talking labels" explain certain exhibits, the visitor learns chiefly by doing himself. Of great interest is a section showing ten different ways of making color photographs, the earliest an experiment of 1861.

Equally impressive is the museum's display of more than 100 classic cameras from a daguerreotype example of 1839 to the most up-to-date automatic models. I found myself becoming even more astonished at the dexterity and sensitivity of certain early prints in "The Art of Photography" section, after examining the heavy unwieldy

cameras that had produced them. How men were able to lug these immobile mechanisms up mountains and across battlefields to record immediate impressions is little less than a miracle and, surely, a supreme labor of love. The George Eastman House collection of photographic equipment, lenses and cameras, is reputedly the largest and most complete in the world.

This museum, under the able direction of Beaumont Newhall, offers the visitor further services. Changing exhibitions, both one-man and theme shows, are almost continuously on view in galleries specially designed for temporary displays. Here, movable walls give

Civil War photo of troop inspection was the work of Wood and Gibson



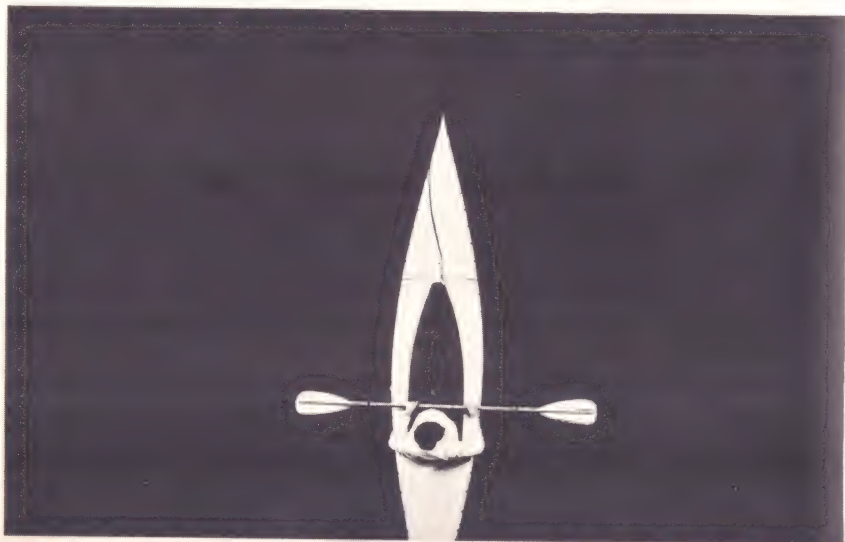


Harold Edgerton, pioneer in ultra-speed photography, took this study of a drum major twirling a baton

required flexibility. A provocative recent show, "Photography 63," composed of nearly 300 prints, was international in scope and limited to creative photographers under forty. Since closing in Rochester, the exhibition is now touring the United States. In addition to surveys of individual artists like Eliot Porter (famed for his color photographs of nature), Alfred Eisenstaedt, Margaret Bourke-White and Harold Edgerton (pioneer ultra-speed photographer), the museum has organized and circulated frequent theme exhibits stressing single ideas.

For the uninitiated, a visit to George Eastman House is an exhilarating introduction to a new art form; for the knowledgeable camera enthusiast, it is a must. ■

Recent work includes photos like this one, "Man in Boat" by Ray K. Metzker





Punt, Pass and Kick

The fourth annual football contest for boys is now open

LAST YEAR NEARLY 500,000 boys signed up for Ford's Punt, Pass and Kick competition. This year thousands more will enjoy the fun at playfields throughout the country.

Under the co-sponsorship of Ford dealers and the National Football League, boys compete in punting, passing and place-kicking with others

their own age. Winners in local Ford dealer competitions take home awards for first, second and third place. Boys 8, 9 or 10 can win a warm-up jacket, a place-kicker device or a football autographed by NFL stars. Boys 11, 12 or 13 can win handsome trophies.

The top six scorers will represent their Ford zones in district competitions. The 168 best district scorers will compete at halftime of certain NFL games. They, their parents, and sponsoring Ford dealers attend the NFL games as guests of Ford.

The top six NFL eastern and western division winners then go—with their parents and Ford dealers—to Washington, D. C.; to Dearborn, Michigan; and to the Runner-Up Bowl Game in Miami, Florida, where the twelve boys vie for the national PP&K championships.

Entering Punt, Pass and Kick is free to boys 8 through 13. Because it promotes good physical fitness, PP&K has won commendations from parents, men's service clubs, national youth organizations and the President of the United States. Boys can register at any Ford dealership displaying the PP&K emblem, from September 1 through October 9, 1964. A parent or legal guardian must accompany each boy. ■



*The gila woodpecker
is crazier than a coot
— but much beloved*



The Clown of Cactus Junction

Crazy though he is, this woodpecker of the Southwest's gila country is one of its greatest wildlife benefactors

by Ann and Myron Sutton
paintings by Charles Culver

NO CRAZIER, MORE FRIENDLY, more beloved bird flies America's canyon and desert country than the gila woodpecker, named after the river (pronounced *HEE-lah*) which originates in New Mexico and flows through Arizona to join the Colorado River.

This is gila country. It is also woodpecker country, and king of them all is this red-topped, screwy character which is equally at home in a cottonwood, a sycamore, or a giant cactus.

If you own a bird feeder within its range, the gila is the undisputed middleman between you and all other birds in the neighborhood. The gila takes first choice of any new menu offered and only after it has gone off to dine may the rest of the resident bird population fly in to feast. But the gila is lots of fun and by no means usurps the outdoor cafeteria just for kicks.

It comes when it's hungry, and announces its arrival by some of the loudest quacks and trills in the woodpecker family. If you do not put something on the platter pronto it keeps insisting in a voice that seems to say: "All right, all right. I haven't got all morning!"

And what an alarm clock! If an outside oil drum connects to a heater in your home, the gila will often—about sunrise—drill upon it. This tattoo is part of the repertoire by which he attracts his ladylove and by which he stakes out his territory. If you happen to be slumbering soundly at 5:30 a.m. this shocking rat-a-tat-tat sounds like an infantry machine-gun battalion spraying the bedroom with .50 calibre shells. The bird is able to batter against

dead wood, or metal objects, without injuring himself because he has a cartilaginous cushion between the base of his beak and his skull.

Yet no matter how often the old drum is attacked, it is hard to be angry with the good-natured, fun-loving tree dweller.

The gila woodpecker (*Centurus uropygialis uropygialis*) is normally a nonmigrating, year-round resident wherever it lives, which is mostly typical "Cactus Junction" desert country—the broad southern Arizona plateaus with Mexican-type vegetation.

If scientific indications are correct, the species is expanding. Early U.S. Army medical officers in the 1880s recorded it as absent from areas where it has since become abundant.

To build a home, the gila drills patiently and continuously in the tough trunk of a willow, cottonwood or sycamore. Or he will gouge a hole in the somewhat softer saguaro—a giant cactus in which there is ample room for him and his subsequent generations.

Most of the time, the bird explores tree and cactus bark for worms, beetles and any other hiding morsels of food. As omnivorous as it is, it will eat almost anything it can lay its beak into. If the food is hard to crack open, the gila takes it to the nearest fencepost or stump, wedges it in a crevice and thrusts and pounds until the contents are shaken loose.

Some woodpeckers store food, but not the gila. It lives with carefree abandon from day to day, in what has been described as "claw-to-beak fashion." Normally, however, the desert offers generous bounty to its patient and persistent woodpeckers.

In flight, the gila woodpecker is the epitome of grace. An undulating sea-roll of dips and climbs carries it rapidly across fields and sand washes.

The bird nests in April and May, lays three to five small white eggs, and waits two weeks for the new little gilas to hatch. After an idyllic childhood the young are notoriously laggard in striking out to shift for themselves. But then, since mama and papa feed them lavishly until they are well out of adolescence, why should they? They know a good thing when they see it.

Once the family has abandoned its hole, this abode becomes ready-made real estate for owls, flycatchers, mice or other small desert dwellers who move right in and make themselves at home.

Thus the gila woodpecker, in addition to being the desert's chief show-off, bird-clown, and all-around resident, is also one of its greatest benefactors, and helps to make the cottonwood streams and cactus forests rich and full of life. ■

The New Fords for 1965

*Forty-four high performing models
can fill practically any car need*

BY BURGESS H. SCOTT AND HAL BUTLER

FOR THE 1965 MODEL year now starting, Ford dealers are offering five lines of new automobiles—Ford, Mustang, Fairlane, Falcon and Thunderbird.

The Ford Galaxie is brand new from road to roof. Added to Mustang is a third model—the 2 + 2 fastback with unusual features. Fairlane, Falcon and Thunderbird have important additions and refinements.

These five lines offer a total of 44 body styles, comprised of 18 sedans, four convertibles, eight hardtops, and 14 station wagons and buses. Brightening this remarkable fleet is a choice of 28 exterior colors, 10 of which are advanced new hues.

A power lineup of 10 engines is on hand to power these new cars, among which is the completely new 240-cubic-inch seven main bearing "Big Six" of 155 hp.

An interesting innovation in the Thunderbird and Ford Galaxie is a reversible door and ignition key having notches on both edges, permitting operation without looking for the notched edge so long as the key is held vertically.

Aside from comfort, performance, and brilliant handling, one of the greatest benefits offered by these new cars is the Ford extended maintenance interval. Because of technological advances and precision manufacture, most of the owner's upkeep worries are taken care of by such features as a 6,000-mile or six months' interval between oil and oil filter change, and 36,000 miles or 36 months between major chassis lubrications.

CONTINUED



*Top of the Ford line
—the Galaxie 500 LTD
—offers super-luxury*



*Falcon Futura
Convertible has
strong appeal for youth*

PHOTOGRAPHS BY
ROBERT BORAM
GEORGE HURRELL
RALPH POOLE





*Quality and
reliability are built
into the handsome
Fairlane 500
Sports Coupe*

*Thunderbird
Landau is the last
word in elegance*



Mustang 2 + 2 fastback—sensational new addition to the Mustang line



Seventeen Big Fords

This crisply styled car is new from roof to road

PHOTOGRAPHS BY RALPH POOLE

THE 1965 FORD represents the biggest change in this car since the appearance of the 1949 Ford.

It is also one of the most completely new cars introduced by any maker in the last decade or so.

In the interest of providing one of the most pleasant "rides" ever built into a car, the 1965 Ford has coil springs front and rear. Another new structural concept in the design of this Ford is a new relationship between frame and body, whereby the body is designed to be appreciably more rigid than in the past, requiring less support from the frame and allowing a reduction in body mounting points.

The new body actually amounts to a bridge from the instrument panel to the trunk. Tuned body mounts allow the new torque box frame to vibrate independently of the body, isolating the passenger compartment from road noise.

Contributing to the Ford's incredibly soft and smooth ride is a completely redesigned front and rear suspension system. The front suspension has been changed to include a drag strut which improves the control of forward and backward "give" in the wheels as they

pass over uneven road surfaces, in addition to the normal up-and-down movement. This is done by a rubber-mounted diagonal strut from the frame to the lower arm.

In addition, new rubber bushings are used to attach the front suspension upper and lower arms to the frame for increased isolation from vibration and harshness.

The rear suspension, formerly of the longitudinal leaf spring type, has been changed to a new three-link coil-spring design. With the coil spring giving a controlled and quieter ride throughout vertical wheel travel, a lateral track bar mounted in rubber resists side sway, and the rear axle is positioned by the three-link control arms.

Even though this new Ford is narrower and lower, no compromises have been made in interior dimensions. This seeming feat of magic—making a car larger on the inside while lessening outside dimensions—is due in part to the use of curved side window glass, and in part to the car's new torque box frame and rigid body type of architecture which allows the body sills to straddle the frame.

Wheels have been increased to



USC students in Los Angeles look over the Ford Galaxie 500/XL Two-Door Hardtop

a 15-inch diameter from the former 14 inches, the extra inch permitting improved brake cooling, and thus better brake performance and longer brake lining life. However, the extra inch in wheel diameter did not result in an increase of car height. Through use of new "low profile" tires in which the depth from rim to road is less, Ford's low silhouette is maintained.

These tires also tend to improve handling because the low profile flexes less, and, because the tire presents a larger "footprint" to the road, it offers better traction, economy, and less rolling resistance.

At the top of the Ford line is the new, super-luxurious Galaxie 500 LTD in two-door and four-door hardtop models. Upholstered in the finest materials and with interiors exceptionally well appointed, these two cars move into the limousine class.

Among the LTD features are new "flow-through" ventilation, a fold-down rear seat arm rest, and simulated wood panel appliques.

For 1965 the Ford line, including the Custom and Custom 500, the Galaxie 500, 500/XL, and LTD, and the Station Wagons, adds up to 17 models. Each is distinguished by the new "razor edge" Ford look, the vertically positioned dual headlights, beautiful interiors, and a totally different styling.

Of special interest is the line of Ford wagons, now totaling five with the addition of a four-door, six-passenger Ranch Wagon. One of the principal features is an out-



Door trim of the Galaxie 500 LTD

Ford's new vertical headlights



The distinctive new Ford taillight





*A newcomer to the Ford line: the Galaxie 500 LTD Four-Door Hardtop
Top of the line in Ford convertibles is this Galaxie 500/XL*



of-sight, lockable luggage stowage space of 12.7 cubic feet in the six-passenger wagon, and 6.4 cubic feet when the optional rear seats are stowed.

An interesting "parlor car" seating arrangement has been designed for the rear seat area, utilizing two opposed, side-facing seats.

The wagons' wheel wells now have a width of 48.5 inches between them, permitting flat stowage of four-by-eight-foot sheets of plywood between them. Another convenience feature is a rear window air deflector.

These deflectors change the path of slip stream air by a full 90 degrees when the car is in motion, causing it to flow across the rear to reduce dust, water, or snow accumulations on the glass.

Purchasers of Ford four-door sedans can get many of the benefits of a station wagon by ordering an optional station wagon second seat instead of the standard back seat. This seat folds flat for a level load area straight back through the trunk.

The convertibles have a new top locking system using side rail locks that provide greater protection from theft, and can be operated more easily by the driver.

These convertibles also have tempered safety glass back windows that will permit effective wiping or even scraping away of ice.

All of the '65 Fords have a new suspended accelerator pedal that automatically adjusts to the driver's best foot angle and requires no

holes in the toe board, resulting in neater carpet installation. Women drivers with high heels will especially welcome the convenient action of this pedal.

The standard engine for the '65 Ford line is a brand new in-line six of 240 cubic inches of displacement (CID). This "Big Six" has seven main bearings, giving much more stability to the crankshaft, resulting in a smoother and quieter operation among its advantages. It is rated at 150 hp.

The basic V-8 will again be the 289 CID, two-venturi engine of 200 hp, refined and improved for smoothness and economy. Also in the lineup are the 352 CID V-8 of 250 hp, the 390 CID V-8 of 300 hp, and the 427 CID V-8 of 425 hp, the latter available only with four-speed manual floorshift. ■

The new center-facing rear seats



PHOTOS BY B. F. SCHMIDT

The Galaxie 500 Four-Door Sedan

*Galaxie 500 LTD Four-Door
Hardtop with new roof motif*



Rear seats shown at left are optional on this Country Squire and the Country Sedan



Three Lively Mustangs

The 2 + 2 fastback joins the herd

THE MUSTANG, which has caught the country's fancy as few cars have since the Thunderbird, the Model A, and the Model T appeared, is joined this fall by a third model—the 2 + 2 fastback—which will earn its share of enthusiasm.

This brings to three the kinds of Mustangs to choose from — the Hardtop, the Convertible, and now the 2 + 2 fastback. The 2 + 2 designation is an automobile body style name for a car designed primarily for driver and front seat passenger (or navigator) but with room for two in the second seat.

Sometimes a so-called fastback is built up by adding a special top to an existing production lower body. When the Mustang was styled, its lower body was designed to be aesthetically compatible with either the notch-back hard top, or the fastback-type top. Because of this, the Mustang 2 + 2 fastback has no element of imbalance or grotesqueness—it is an automotive entity.

One of the most noticeable appearance features of this car is a triangular louvered configuration in each rear roof side panel. There is more than appearance here — the

louvered area is a functional opening for a novel air system.

The openings are individually opened by a sliding tab, operable from both front and rear seats. With the extractors open, and the car in motion, air entering either through the side vent windows or through the hood cowl ventilator is drawn out through the rear, creating an effective fresh air flow.

During the testing of the 2 + 2 a group of Ford engineers who happened to be pipe smokers decided to give the extraction system a rigorous test. They fired up their briars and puffed until a dense blue haze filled the interior.

Then they started the car, opened the extractors, and timed the evacuation with a stop watch. In less than 30 seconds the tobacco fog was gone and the interior was filled with fresh air.

The back of the 2 + 2's rear seat folds forward to form a carpeted rear cargo-carrying area extending into the trunk and capable of holding skis and ski poles.

An access door separates the rear compartment from the trunk. When latched, this door can be opened



This Mustang Convertible is pictured at Williams College, Williamstown, Massachusetts

only from the trunk, permitting storage of valuables in the trunk without the necessity of locking the entire car. The door is pushed up and located in a horizontal position to permit combining of trunk and rear compartment space. With the seatback up, there still remains a surprisingly generous trunk space.

The chromed simulated air scoop at the rear of the side body configuration on the Mustang Hard Top and Convertible is omitted from the 2 + 2 and a chromed rocker panel is standard.

A handsome option is the styled chromed steel wheel in which the basic structure becomes its own ornamentation, down to shiny lug nuts.

Front disc brakes are available at extra cost on all three Mustang models, providing performance enthusiasts with the ultimate in braking systems. They are used in conjunction with the regular drum-type brakes in the rear.

Recently introduced, the remarkably smooth 200 CID in-line regular fuel six with seven main bearings developing 120 hp is now the standard Mustang engine.

In the optional engine lineup there are three 289 CID V-8s: a 2V (venturi) of 200 hp using regular fuel, a 4V adapted for premium fuel delivering 225 hp, and a 4V High Performance delivering 271 hp on superpremium fuel.

In the case of each of these engines there is an exhaust sound to delight the heart of an engine lover—not a popping and banging, but a



The 2 + 2's cargo area in use

song of well-bred power well applied.

A worthwhile extra cost item is the Limited Slip Differential which sends power to both rear wheels until a need for differential action arises, such as in turning. Power in both rear wheels is a recognized aid to performance, and it is also an invaluable aid when one rear wheel gets mired.

In this situation a conventional differential feeds all of the power to the wheel with no traction. The Limited Slip Differential feeds power also to the wheel on good ground, enabling it to pull you out of the hole.

Even at its low base price the Mustang is loaded with standard equipment that is extra cost on other makes. Starting with this well-appointed base car, the purchaser can add to it from a long list of factory installed and dealer installed options, transforming it into a high-performance road-rally car, or into a compact luxury car. ■



New 2 + 2 fastback, above, joins the Mustang line. Below, 2 + 2 rear seat is shown in passenger position



The popular Mustang Hardtop



The Mustang Convertible goes through its paces on a country lane



Eight Smooth-Running Fairlanes

This quiet performer has been newly restyled

PHOTOGRAPHS BY GEORGE HURRELL

SINCE THE FIRST totally new Fairlane (1962) appeared in the fall of 1961, the sole intent of this car has been to bring to the motor-ing public a vehicle with the simple but all-important characteristics of quality and reliability.

That these characteristics have been achieved is attested by the enthusiasm shown by Fairlane owners and drivers for the car's smooth operation and its solid, well-knit ride. For the 1965 models, a great deal of work has been done to improve and refine these traits, plus giving the car its first major restyling, and improving its performance.

Its basic dimensions are a little bit over those of its predecessors (.5 inch longer wheelbase, 1.6 inches wider, and 1.2 inches longer overall) yet the car looks much larger than those slight measurement increases would indicate. This means that the Fairlane can please the person who has a yen for a larger car, the while retaining the noticeably easier maneuvering traits resulting from its intermediate size.

In addition to refining the well-appreciated Fairlane ride, improvements have been made toward the goal of what the industry calls the

soft "boulevard ride." The better overall ride has been achieved partly through changes in shock absorber valving, and in work on the suspension to reduce friction.

Also contributing to Fairlane's exceptional ride and handling are new extra-low-profile tires developed by several tire companies from the specifications for Thunderbird tires. These tires get their name from a reduction in dimension between the rim and the road surface. A larger tread area, or "footprint," meets the road surface, providing better directional stability, handling, and, as a result of these benefits, improved fuel economy.

Fairlane for 1965 comes in eight models: Fairlane and Fairlane 500 Two- and Four-Door Sedans; Fairlane 500 Two-Door Hardtop (full width front seat); Sports Coupe (bucket seats in front with full console); and two station wagons, the Fairlane Wagon and the Fairlane 500 Wagon, both six-passenger.

Available as an option for both of these wagons is a rear-facing third seat which brings seating capacity to eight. This third seat stows in a compartment below floor level. Without the optional seat the



UCLA provides the background for this 1965 Fairlane 500 Sports Coupe

compartment becomes an out-of-sight stowage space for valuables.

The sedan and hardtop Fairlane models have nearly two and one-half more cubic feet of trunk space than the preceding model. Some trunk volume measurements take into account tiny nooks and crevices that can hold little more than ping pong balls. Fairlane's additional room is usable space that can be employed for luggage.

The standard Fairlane engine is the smooth and powerful new 200 CID in-line six-cylinder engine, available with either three-speed manual or Cruise-O-Matic transmission. Its crankshaft is supported by seven main bearings, vastly reducing the crankshaft's tendency to "whip," thus reducing roughness. It develops 120 hp.

Optional engines—all V-8s—are the 289 CID 2V of 200 hp; the 289 CID 4V of 225 hp; and the 289 CID High Performance 4V of 271 hp. The latter is not available on wagons.

The High Performance engine has some significant changes. One of these is the incorporation of a newly designed exhaust system. Instead of using a conventional baffled muffler, this system utilizes scientifically designed "sound traps" in the exhaust pipe to silence sounds of operation.

This reduces power-robbing back pressure, and corrosion that is caused when moisture is trapped by baffles. Another change makes this high performer available with the Cruise-O-Matic three-speed trans-

mission in addition to the four-speed manual floor shift.

Of interest among the many other improvements and additions to the '65 Fairlane are the following:

The hood opens more conveniently with a one-hand operation, replacing the former two-lever system.

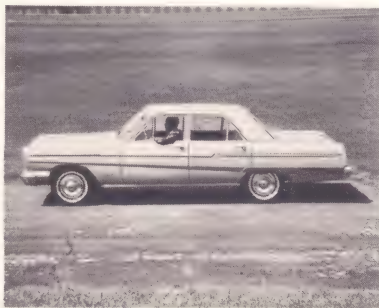
A new, smaller-diameter steering wheel brings more comfortable driving, especially for women.

An alternator replaces the generator to provide all around better current generation and a battery charge at engine idle. In conjunction with this is an improved battery with a greater fluid capacity, requiring less attention.

Heater controls are illuminated for easier night-time operation.

A new sound package utilizing the largest amount of sound-deadening material ever built into the Fairlane has significantly reduced the entry of road or engine noise into the passenger compartment. This is one of the most immediately noticeable improvements. ■

The Fairlane 500 Four-Door Sedan





Sports Coupe has increased trunk space

*Below, a rear-facing third seat
is optional in this Four-Door
Fairlane 500 Station Wagon*



*New front and rear end styling
treatment of the '65 Fairlanes*





Falcon Two-Door Hardtop is pictured on Wayne State University campus, Detroit

Thirteen Roomy Falcons

A happy blend of performance and economy

PHOTOGRAPHS BY ROBERT BORAM

THE 1965 LINE of Falcons reflects strongly the determination of Ford to satisfy *all* the demands and needs of its customers. Back in the fall of 1959 when the first Falcons rolled off Ford assembly lines, economy of operation was the one essential that customers demanded in a compact automobile. But times have changed. Spurred by the typically American desire for continual improvement, today's Falcon owners want not only gas-saving economy but superior performance, too—not to mention a little more elegance.

This rare combination of economy, top performance, and added luxury in a compact car is undeniably a big order for any automobile company to fill, but by a remarkable demonstration of engineering sleight-of-hand Ford has filled the order quite adequately in '65.

This has been the story of Falcon from the beginning. Always rated as a good, solidly-built and economical compact car, the Falcon has been steadily improved with each passing year. The refinements have not always been big or sensational, but each small improvement has added to the general betterment of

the car — and in the 1965 version Ford engineers have taken another major step toward making the Falcon the industry's most complete compact by providing the economy, performance and elegance the customer has come to expect.

Let's take first the difficult task of improving performance and economy at the same time. More responsive performance is often achieved at the cost of economy, or more economy is realized by sacrificing performance. But Ford engineers have skillfully blended the two by making significant changes in the area of the power train — specifically, the mating of a more powerful engine with a better designed transmission and a more favorable rear axle ratio.

In 1965 the standard Falcon engine is the improved 170-cubic inch six. For Falcon owners who have used this engine and would like to move up in engine performance, Ford offers two optional engines that combine both economy and performance to a remarkable degree. One is the 200-cubic-inch six-cylinder. This engine has a new seven-main-bearing crankshaft



Futura Four-Door Sedan, above; newly designed taillights and grille distinguish '65 Falcon



Falcon Squire is a workhorse that looks like an elegant colt



which results in a smoothness of operation seldom found in an in-line six. Both the 170 CID and the 200 CID engines are available with either the superbly engineered Cruise-O-Matic transmission or the Ford three-speed manual transmission, each carefully wedded to a differential designed to deliver the most in economy and smooth operation.

If performance holds a slight edge over economy in your estimation, you have another engine choice — the 289-cubic-inch two-venturi V-8 with 200 horsepower, available with the standard manual, steering column shift three-speed transmission, or the manual floor-shift four-speed (both fully synchronized) or Cruise-O-Matic. Whatever engine-transmission combination you choose, you can be sure that it provides the greatest economy and best performance possible.

Falcon Club Wagon may be converted to living unit for camping families



But more-muscle-at-low-cost is not the whole story of Falcon in 1965. Recognizing that customers want more luxury even in compact cars, Ford has given careful attention to exterior and interior appearance. There is an attractive new horizontally-lined grille, new round taillamps with bright cross ornaments, and tasteful new body bright work. Falcons with the V-8 engine or the six-cylinder engine with automatic transmission have 14-inch tires and wheels. A new moulding across the Futura's upper back panel frames the lower edge of the rear window and features simulated louvers. Falcon interiors offer all-new trim styles and materials, including pleated trim in the Futuras, and new instrument panel ornamentation that enhances the beauty of the car. Thus a note of luxury has been added to the basic engineering improvements which give the Falcon customer economy, a better ride, more comfort, easier handling and superior performance.

There are 13 models offered in the Falcon line in 1965. They are the Falcon Two-Door and Four-Door Sedans to which can be added a deluxe dress-up kit; the Futura Two-Door and Four-Door Sedans, Hardtop and Convertible; plus four station wagons and three buses.

Of interest in the bus lineup is the fact that the lively 170 CID six-cylinder engine of 105 hp is now the standard engine. Another bus option is the new 14-inch low-profile tire which provides more stability and cornering ability. ■



Thunderbird Landau at Marymount College in the Palos Verdes area of California

Three Luxurious Thunderbirds

*Front disc brakes have been added
to improve its notable performance*

IT IS SOMETIMES difficult to describe the Thunderbird without employing such superlatives as glamorous, elegant, distinctive, exquisite, and all the rest. Yet these overused words exactly fit the Thunderbird — and especially the 1965 edition.

Faced this year with the perplexing problem of improving a car that has already raised admiring eyebrows all over the industry, Ford engineers still managed to come up with exterior and interior changes that enhance the beauty of its classic styling, and mechanical improvements that add new dimensions to its quality.

Yet, when you look at this unique automobile, you will recognize it as distinctively and unmistakably Thunderbird. The changes add to, rather than depart from, the traditional styling that Thunderbird owners want and expect.

Within this framework of traditional styling, both front and rear ends of the Thunderbird have been given new appeal. The front boasts a luxurious new grille with six vertical and eight horizontal bars. In back, two large, highly visible rectangular taillights, each with five

vertical bars, give a wide look to the rear. There are deluxe wheel covers with a plastic hub insert, and a new landau bar design.

One of the most striking innovations is the sequential turn signal for the rear. The long rectangular six-frame taillight area lights up one frame at a time, moving rapidly to right or left to signal an impending turn. It has the general effect of an arrow pointing in the direction of the proposed turn.

Interior changes include a new landau wood color, color-keyed headlinings, revised door panels with built-in door closing grip, and a seat belt warning light that stays on until seat belts have been fastened.

Mechanical changes have improved the handling and performance of the new Thunderbird. New disc brakes with antifade and long-life characteristics are standard equipment in 1965. The steering gear has been refined for simplification of design, and a new functional improvement has been made in the power steering pump to reduce rumbles and hisses. The alternator is now protected from road splash by an internal rather than external shield. A positive engagement



*Traditional beauty of
the Thunderbird Hardtop
has been enhanced by
subtle styling
innovations*

*The Landau is often
called the "formal"
Thunderbird because
of its limousine-like
elegance*

*For beauty that
catches the eye of
every car lover, the
Thunderbird
Convertible is
unbeatable*



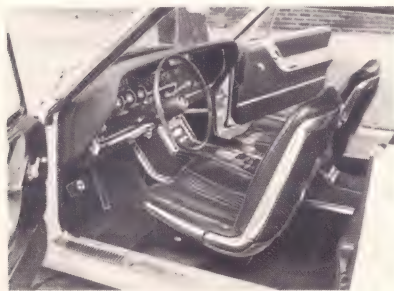


Sleek lines and new grille are features of 1965 Thunderbird models

starter and a vacuum piston choke in the carburetor improve cold starts. There are even new keys—unique reversible keys that permit the driver to insert them without the need of holding the “tooth side” upward.

An important “plus” in the 1965 Thunderbird is the use of a revolutionary new system for prime coating the body. The technique is called electrocoating and is used to apply rust-resistant primer coats to

Bucket seats, instrument cluster, add to distinction of the interior



PHOTOS BY GEORGE HURRELL

all T-bird car bodies. The new process is similar to the electroplating technique used to provide a bright chrome and nickel finish to bumpers.

The system employs electric current to bond a hard, rust-inhibiting primer coat to car body metal surfaces. Positively charged electrodes are attached to car bodies as they are carried on an overhead conveyor. The conveyor dips the bodies into a long tank where the primer paint is made up of negatively charged particles suspended in water. While car bodies are immersed, current passes through the electrodes, and particles of the rust-guard primer are magnetically attracted to the body. The primer adheres evenly to the exposed metal surface and reaches every crevice and corner.

Again in 1965 there are three Thunderbird models—the Two-Door Hardtop, Two-Door Landau Hardtop, and Two-Door Convertible. Standard power plant is the 300 horsepower 390 4V engine with Cruise-O-Matic transmission.

Many features which are optional on other cars are standard equipment on the Thunderbird. These include such conveniences as Cruise-O-Matic transmission, back-up lights, full wheel covers, electric clock, power brakes, power steering, seat belts, padded instrument panel, visors and steering wheel hub, luggage compartment light, MagicAire heater, remote control mirror and other desirable “extras” that set Thunderbird apart. ■



painting by Wucius Wong

San-Dar Smorgasbord, Ohio

Five days a week this restaurant is open and offers a smorgasbord of over 125 dishes, including 35 desserts. In one of Ohio's areas rich in recreation facilities, it is midway between Cleveland and Columbus, a few miles southeast of Interstate 71, on State Highways 13 and 97 in the center of Bellville. Open weekdays 5:00 p.m. to 9:00 p.m.; Sunday noon to 7:00 p.m.

Closed Monday and Tuesday.

Dutch Apple Dessert

- 8 apples
- 1 cup brown sugar
- ½ cup white sugar
- 1 teaspoon cinnamon
- ½ teaspoon nutmeg
- 3 tablespoons flour
- 1 cup whipping cream

Wash, pare and slice apples into a mixing bowl. Add sugars, cinnamon, nutmeg, flour and cream. Mix well

and pour into two 10-inch round baking dishes. Cover with topping.

Topping: Combine 1 cup brown sugar, 3 tablespoons butter and 1 cup flour. Mix ingredients to the consistency of pie dough. Sprinkle over mixture in pan and garnish with ½ cup pecan halves. Bake in preheated 375° oven for 10 minutes, then reduce to 350° and bake about 40 minutes until apples are tender. Serves 8-10.

FAVORITE Recipes OF FAMOUS RESTAURANTS

Little Harry's Restaurant, Michigan

Just a few minutes from downtown Detroit, this fine eating place is housed in a lovely old Federal period home and features an interesting collection of photographs of nineteenth-century Detroit. Lunch and dinner served every weekday; the dining room is open until 1:00 a.m. Closed on Sunday.

Reservations necessary. The address is 2681 East Jefferson.

Filet of Sole Bonne Femme

- 2 pounds filet of sole (or any light colored fish)
- 1 lemon (juice only)
- 3 ounces dry white wine
- 1 teaspoon thyme
- 4 bay leaves
- 12 shucked oysters
- 6 shrimp, boiled and peeled
- Salt and freshly ground white pepper, to taste
- ½ cup melted butter
- ½ cup flour
- 7 egg yolks

In a shallow pan place filet of sole,

then add lemon juice, wine, oysters and seasonings. Add cold water to cover, about 6½ cups, and poach for approximately 8 minutes or until fish is cooked. Then strain off fish broth and save 4 cups.

In a separate pan heat butter, slowly add flour and now blend 4 cups of fish broth in mixture. Simmer for 10 minutes and slowly add egg yolks, one at a time, while constantly stirring. Place oysters and shrimp on fish filets, pour sauce over the fish and bake in a 475° oven until golden brown.

painting by M. Y. Cheng



Murray's Restaurant, Minnesota

A specialist in the art of preparing steak, Arthur Murray, owner of this downtown Minneapolis restaurant, advises home chefs "to keep it simple." Diners crowd the dining room here on weekdays from 11:30 a.m. to 1:00 a.m.; dancing 10:15 p.m. to closing time. Closed Sunday. Reservations preferred, especially on weekends. The Tyrone Guthrie Theater is a new attraction nearby. The address is 26 South 6th Street between Nicollet and Hennepin.

The Thick Steak

Select a frozen New York cut, which most butchers call a club steak, weighing approximately 16 ounces, frozen. Put in a 550° oven for 15 minutes to thaw. This will retain the natural flavor of the meat and keep the loss of natural juices to a minimum. Then broil the steak to individual taste. Season with salt, then brush with melted butter, and serve immediately.

The ¾-Inch Steak

Buy a club or T-bone steak approximately ¾-inch thick from your usual market. *Do not broil.* Pan fry steak in butter, using a very hot fire, three minutes on each side. Use salt and pepper to season. Since this type of steak varies in thickness, cooking time will also vary. Pan frying steaks of this thickness preserves their tenderness and juiciness where broiling will tend to toughen them.

Cedar Grill, Arkansas

The address is 420 Main Street, Mountain Home, Arkansas, on U.S. 62 and State Highway 5. Mountain Home is located between Norfolk and Bull Shoals lakes. Nearby is the White River, known all over the country for its fine trout fishing. The Cedar Grill, an exceptionally fine eating place, is open from 6:00 a.m. to 10:00 p.m. daily; Sunday, 5:00 p.m. to 10:00 p.m. It is owned and managed by M. O. and H. Nusch.

Chocolate Fudge Cake

- ½ cup butter
- 2 cups sugar
- 4 squares bitter chocolate
- 2 eggs
- 2 cups cake flour
- 2 teaspoons baking powder
- 1½ cups milk
- 2 teaspoons vanilla
- 1 cup pecans, chopped

Cream butter and sugar; melt chocolate and cool. Beat eggs slightly and add to butter and sugar mixture.

Next, stir in cooled chocolate; add sifted dry ingredients alternately with the milk; blend in vanilla and pecans. Bake in two 9-inch round pans for 30 minutes at 350°.

Icing: Melt together ¼ cup butter and 2 squares bitter chocolate. Add 1½ cups powdered sugar, 1 egg, pinch of salt, then 1 tablespoon vanilla, 1 tablespoon lemon juice and 1 cup chopped pecans. Beat until ready to spread.



Boston & Albany Railroad Steam Locomotive No. 39, the "Marmora"

Iron Horses on Parade

Veteran rail and highway vehicles tell an exciting story at this unique outdoor museum near St. Louis

by Elizabeth Barr
painting by Cathrine Barr

THE SPAN OF PROGRESS in transportation from the Civil War to the present is a long and exciting story. At the National Museum of Transport in Kirkwood, Missouri, (a suburb of St. Louis) is a unique display which brings this story to life and reveals the progress of a century in an afternoon.

The museum's collection of more than fifty locomotives and railway cars, retired highway vehicles, a veteran city transit system, smaller related items, and extensive library tells a lot about travel before the era of the automobile. Much of the

collection has been restored. As might be expected, the locomotives take a predominant position, perhaps because of their size and number, but there are also antique double-decked Fifth Avenue buses, the Lindbergh private plane, mule-drawn street-cars, vintage trucks and trolley cars.

Among the oldest engines is the quaint little "Eddy Clock," named the Marmora, built in 1876. The first part of the intriguing nickname comes from its designer, W. E. Eddy, and the second, "clock," is a tribute to its dependable and finely constructed mechanism. Its boiler sports a whistle, bell, sandbox, steam dome, diamond smokestack, and headlight. The bell is fun to ring and when a class of school children tours the old engine, the bell peals forth the thrill of playing engineer.

Also at the museum is one of the biggest steam locomotives ever built (Union Pacific 4006, 1941), properly called the "Big Boy." It was 132 feet of snorting power when in action.

Visitors climb into many of the engines on exhibit by means of a platform on one side, but the adventurous prefer to swing up on the small footholds and handgrips the engineers once used. About thirty different railroad lines are represented.

Besides the great variety of steam engines, the museum has electric engines, diesel-electrics, and a gas-electric rail car. Some engines, called "articulated," were so big they had to be specially jointed to go around the curves.

In addition to locomotives, representative cars are displayed that make up a Pullman train: club cars, dining cars, sleeping cars, observation cars. There are also private railroad cars. The tour through the Vanderbilts' private car, built in 1905, is most interesting. The rear platform, resplendent with brass, was for outdoor sitting. Just inside is the mahogany paneled sitting room with deep carpet, plush chairs and drapes, desk, clock, and a special speedometer. The clerestory windows in this car are of stained glass. Beyond is a small bedroom with rich and costly décor, then two larger bedrooms with bath between. The wash basins are of marble; fittings are the finest. The dining room has solid mahogany furniture and cabinets filled with beautiful Spode and fine crystal. At the front of this eighty-foot mobile home are the pantry, kitchen, and servants' quarters.

St. Louis is one of the nation's largest and most active transportation centers, and you can see much of the railroad activity from one of the bridges as you enter the city from the east. For a look at either the old or the new in transport, St. Louis has it! ■



Ideal Gift for Boys

These scale model trucks are just like the big Fords they're modeled after—tough, rugged, durable

IF YOU WANT to get that youngster of yours a birthday or Christmas gift that will make his eyes shine, why not buy him a Ford truck—scale model, that is.

The five all-steel scale models on this page—built by Nylint Tool and Manufacturing Company and available at a discount through your local Ford dealer—are accurate

replicas of actual Ford trucks you see on the roads of America. And they don't just sit there, they *do* something!

Take the hydraulic dump truck, for example. This sturdy vehicle automatically tilts and dumps heavy loads. A snap action locks and unlocks the tailgate, and there is a re-engagement mechanism to receive

the dump body when it comes back down. Length is 13½ inches.

Another popular unit with the small fry is the mobile home and tractor. The mobile home has a removable roof, partitioned rooms and nine pieces of furniture. The smartly styled detachable tractor has deep tread tires, tandem-mounted wheels and extruded bearings for longer axle life. Overall length is 30 inches.

For children who like to play doctor, there's a flashy Ford ambulance. This realistic unit has seats, steering wheel, simulated flasher light, and even a removable stretcher with wheels. An inner ramp locks the stretcher in place while traveling. Length, 12 inches.

The Ford race team is a natural

for boys interested in automobile racing. It's a faithfully reproduced Ford Econoline truck with a race trailer attached. The trailer tilts for easy run-on and run-off of the racer. There's even a race driver. Overall length is 21 inches.

Last of the five models offered is the streamlined Ford F-100 pickup with scale model U-Haul Van Type Rental Trailer. The Ford pickup includes a 1965 truck innovation—the twin I-beam front suspension system. You can run one wheel of this unit over a pencil or other obstacle and it rises while the truck remains level on the ground.

To get one or more of the trucks at an attractive discount, just follow the instructions below, and they will be mailed to your home prepaid. ■

SPECIAL DISCOUNT CERTIFICATE

EASY TO ORDER!

Fill out this certificate, check the truck models you want at right, and take it to your Ford dealer. After he has signed it, send it with your check or money order to Toy Truck, Ford Division, Ford Motor Company, P.O. Box 1000, Plymouth, Michigan. Your toy Ford will be sent by mail promptly—prepaid.

CHECK WHICH MODELS YOU WANT:

	Advertised Price	Your Price	
1. No. 6600 FORD Mobile Home	\$9.98	\$7.00	☐
2. No. 6700 FORD Ambulance	\$3.98	\$3.00	☐
3. No. 5900 FORD Race Team	\$3.98	\$3.00	☐
4. No. 4100 FORD Truck and U-Haul Rental Trailer	\$5.98	\$4.50	☐
5. No. 6100 FORD Hydraulic Dump Truck	\$4.98	\$3.25	☐

Name _____
(Print Plainly)

Street _____

City _____ State _____ Zip No. _____

Dealership Name _____ Code No. _____

Letters



The old and the new

Dear Sirs: The enclosed photo shows two of our Fords, exactly 50 years apart in age—a 1965 Mustang and a 1915 Roadster. As you will notice, both are fixed up for the young in heart. This pair goes well with our recent model Ford sedan and our 1912 Ford touring car—the family automobiles.

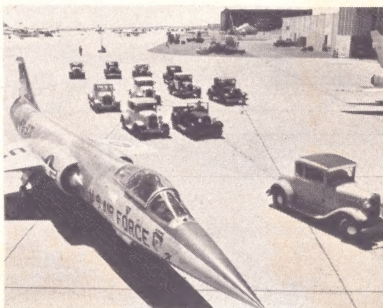
E. Gardner Brownlee
Hamilton, Montana



Dear Sirs: This shot was taken recently at Caldwell-Wright Airport in Caldwell, New Jersey, when a Ford product of another era—a 35-year-old Ford Trimotor airliner, owned by American Airlines—made a flying visit in connection with American's introduction of

its three-engined 727 Astrojet. While visitors crowded around for a look inside the plane, American Captain Jim Adkins (standing) and First Officer Floyd Mace quickly switched over to inspect the brand-new Mustang.

John E. Peters
New York, New York



What the test pilots drive

Dear Sirs: Imagine zooming along at 2,200 miles an hour, soaring nearly 24 miles above the earth, then bringing this experimental plane into a runway, climbing into a Model A Ford and putting away at 35 miles per hour. This is exactly what a score or so of flight personnel do at Edwards Air Force Base in California. These airmen at the Air Force Flight Test Center have formed a Model A Ford Club to share parts and mechanical knowhow and to enjoy the fun of owning such a car. The photo shows a group of the cars along with the "Slasher," an F-104 Starfighter.

Henry F. Unger
Phoenix, Arizona



photograph by Bernard Clayton Jr.

EVER PICK A PUMPKIN? Well, you can in a 15-acre field 20 miles north of San Francisco and a scant half-mile from the Pacific Ocean, where about 90,000 bright yellow pumpkins are waiting to be picked and carved into as many Halloween jack-o-lanterns by as many children from the San Francisco Bay area. Pumpkin-picking is the same sort of fun as cutting your own Christmas tree, and this parade to George Marsh's vine-covered field near the small town of Half Moon Bay continues from mid-September to Halloween. The specially developed pumpkin, called a "Halloween Jack," grows to a plump, round 15 pounds—just right for kids to pick and carry. There are other pick-it-yourself pumpkin patches around the country, and the charge, f.o.b. the vine, is usually modest. ■

For subscription information, see your Ford dealer. To change address send your new address together with name, old address, and dealer information exactly as shown on back cover to FORD TIMES, Ford Motor Company, The American Road, Dearborn, Michigan

Compliments of

BRISTOL FORD, INC.

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BRISTOL, PENNSYLVANIA

23-409

Here is the new member of the Mustang family—the 2 + 2 Fastback. Its rear seat back folds down to combine the trunk area and rear compartment to form a stowage space that will hold snow skis or water skis. This model, along with all the other 1965 Fords, is displayed by your local Ford dealer who sends you FORD TIMES.

